
STRATEGIC AGRIBUSINESS MANAGEMENT TRAINING

We are excited to introduce Strategic Agribusiness Management, a sequel to the CTEAM program. Our CTEAM alumni have voiced a strong preference for face-to-face learning, highlighting how valuable it is to connect in person with other farmers facing similar challenges and opportunities—something that online courses can't offer.

The phrase “getting away to work on the business instead of in the business” comes up over and over— getting away means you have the opportunity to focus on the course material, which is difficult when you are distracted by the day-to-day of what's happening around you.

We aim to deliver programs quickly, efficiently, and with a clear outcome for your farm businesses. This is why Strategic Agribusiness Management (SAM) is delivered in a streamlined format to improve access and enhance your productivity.

SAM is a two-week course.

The first week is in Calgary, at Hotel Clique Calgary Airport, from February 24-28, 2025.

The second will be in Ontario in January 2026.



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MANAGEMENT
TRAINING



SAM will focus on the fundamentals of good management:

- Diagnosing and understanding your financial performance.
- Developing a focused strategy for improving the financial performance and growth of your business.
- Managing people, whether family or employees, especially in family businesses.
- Structuring your business for management and ownership succession.
- Analyzing investment opportunities.
- Developing and executing a marketing plan for your business.
- Understanding how to assess and manage risk in your business.

Between the two sessions, Dr. Larry Martin and his coaching team will work with you and your farm to develop and implement a strategic and operating plan. In doing so, the tools introduced in the first module will be applied to your farm business to diagnose its strengths and weaknesses. This will identify what can be leveraged for future success and what needs attention.



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Module 1 in Calgary will be organized as follows.

Day 1: Developing Strategy, A Strategic Plan and Understanding Financial Analysis

Day 2: Understanding Financial Analysis and Incorporating It into Your Plan

Day 3: Farm Tours

Day 4: Strategic Human Resource Management

Day 5: Structuring Your Business for Succession and Business Flexibility.

Module 2 in Ontario will be organized as follows:

Day 1: Managing Family Business

Day 2: Farm Tours

Day 3: Advanced Financial Management – Analyzing large capital investments and enterprise accounting

Day 4: Commodity and Non-Commodity Marketing and A Look at What is Happening in Canadian and International Agricultural Policy.

Day 5: Assessing and Managing Risk on Your Farm.

Throughout Module 2 participants will present their strategic plans.

The cost for the course is \$6000 for the first person from a business and \$3000 for any additional participants.



If you are interested or have questions, please email info@strategicagribusinessmanagement.com or visit StrategicAgribusinessManagement.com.
